

# Home Furnishings Calendar 1951

## JANUARY

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## HOME FURNISHINGS CALENDAR

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 \* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;  
 \* G - Gardens; HF - Home Furnishings; M - Miscellaneous.  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 22	THANKSGIVING DAY (Holiday).		
Thursday Nov. 22	NEW FURNITURE PIECES HF. A contemporary dining room and living room furniture group, designed by Harold M. Schwartz for the Romweber Industries, has just been introduced. Finishes of the pieces are either a warm light topaz tone or a deeper mahogany finish. All units are also available in black, red or green satin lacquer. Living room pieces and some dining pieces are oak with dining chairs solid cherry and the bedroom group mahogany. All have a sculptured look. Publicity: Virginia Burdick Pub. Rel., OR. 4-6462.	MODERNAGE	16 EAST 34TH ST.
Nov. 23- Nov. 28	E. ANNUAL ELECTRICAL & HOME APPLIANCE SHOW, BALBOA PARK, SAN DIEGO, CAL. CONTACT: J. CLARK CHAMBERLAIN, 523 ELECTRIC BLDG., SAN DIEGO, CALIF.		
Nov. 25- Nov. 27	B:HF. OHIO HOME BLDRS. ASSN. CONVENTION & EXPOSITION, ALLERTON HOTEL, CLEVELAND, O. CONTACT: A.H. PALACE, 5 E. LONG ST., COLUMBUS 15, OHIO.		

### WEEK BEGINNING MONDAY, NOVEMBER 26, 1951

Monday Nov. 26 8:00 P.M.	MEMBERS' MEETING HF. A meeting for members only will be held in the Chanin Auditorium and will be addressed by D. P. Caverly, lighting engineer, and Jan Reynolds, of Sylvania Products, on the relation of lighting and color. Contact: Helen Hutchins, EL. 5-3534.	A.I.D., N.Y. CHAPTER	122 EAST 42ND ST.
Tuesday Nov. 27 6:30 P.M.	OPEN DINNER MEETING HF. An open dinner meeting of this organization will be addressed by Mr. Leslie Levi, president, Ivel Construction Corp. on the subject, "Exhibition Displays and Their Importance to the Industrial Designer." Tickets, \$4.25 each. This meeting was postponed from an earlier date. Contact: Elizabeth M. Dralle, 20 West 8th St., New York 11, N.Y.	IND. DESIGNERS INST.	HOLLAND HOUSE TAV.
Tuesday Nov. 27 8:00 P.M.	TENTH LECTURE HF. Subject of this lecture will be "Showmanship - How Dramatic Should We Get?" Speakers are Ralph Alswang, theatrical set designer and Albert Kornfeld, Editor, House & Garden. Tickets, \$2. each. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	40 EAST 35TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 28- Nov. 30 9:00 A.M.- 5:00 P.M.	PRIVATE SHOWING <u>HF.</u> A private showing, by invitation only, will introduce the first group of modern occasional tables to be presented by Stanwycke Tables, Ltd. of Chicago at the Al Miller & Son showrooms, space 813, New York Furniture Exchange. Designed by Edmond J. Spence. The showing will be held on three consecutive days. Publicity: Martha Kai, Edmond J. Spence, Inc., TR. 9-8580.	STANWYCKE TABLES, LTD.	206 LEXINGTON AVE.
Wednesday Nov. 28 5:00 P.M.- 7:30 P.M.	FALL PARTY <u>HF.</u> A "Ten Gallon Hat" party with door prizes and chances to lasso some home fashions winners will be held in the Hendrik Hudson Room. Subscriptions, \$3.75. Co-Hosts are: James Moore, Curtains; Yasha Heifetz, Lamps; Carryl Weill, Upholstery Fabrics; David Pasmantier, China; Charles Konselman, Floor Coverings; George Burrison, Draperies; Louis Ferraguzzi, Furniture; Vincent Lippe, Giftware. Suggestions for gifts for both door prizes and raffles may be made to Lillian Weiss, Jamian Advertising, Cocktail Party Chairman, and to the following committee members: Jane Scriven, Anderson & Cairns; Gertrude R. Dale, Geyer, Newell & Ganger; Marjorie O'Brien, California Artificial Flower Co.; Jane Thomson, House & Gardens; Elizabeth Kingsbury, Bliss Display Corp. and Florence Phillips, Carl Byoir Associates. Please send your gifts to: Mr. George, Hotel Roosevelt, c/o Home Fashions League, Madison Ave. & 45th St., New York 17, N.Y. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Nov. 28- Nov. 30	<u>HF.</u> DELAWARE ANTIQUE SHOW, WILMINGTON, DELAWARE. CONTACT: MRS. J. STANLAR WILDRICK, HOTEL DUPONT, WILMINGTON, DELAWARE.		
Wednesday Nov. 28- Jan. 1	"GOOD DESIGN" SHOW <u>HF.</u> Simultaneously with the "Good Design" exhibition opening on Nov. 28 at the Museum of Modern Art, Abraham & Straus will present a show of "Good Design" merchandise available in the store. Merchandise from thirteen of the store's home furnishings departments will be shown in the fifth and sixth floor elevator court exhibits, under joint sponsorship of the Museum of Modern Art and the Merchandise Mart of Chicago. Contact: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N. Y.
Thursday Nov. 29	<u>HF.</u> SIXTH ANNUAL MEETING UPHOLSTERY & DRAPERY FABRIC MFRS. ASSN. WALDORF-ASTORIA, N.Y.C., CONTACT: JAMES L. FRI, 500 FIFTH AVENUE, NEW YORK 18.		
Nov. 29- Nov. 30	<u>M.</u> FINANCE CONFERENCE, A.M.A., WALDORF-ASTORIA, NEW YORK, NEW YORK. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK, N. Y.		
Thursday Nov. 29- Nov. 30	"ORLON" ACRYLIC FIBER PRESS PREVIEW <u>HF.</u> Demonstrations and fashion show on present and coming developments in home furnishings and fashions featuring "Orlon", a new Du Pont textile fiber, will be held on these days. For press groups at specified hours, by invitation only. Thursday, Nov. 29, four groups, for programs beginning at 10:45 A.M. and at 12:15 P.M., each followed by buffet luncheon; and at 2:45 P.M. and 4:00 P.M., each followed by cocktails. On Friday, Nov. 30, two luncheon groups only, for programs beginning at 10:45 A.M. and at 12:15 P.M. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY	SHERRY'S, 300 PARK 2ND FLOOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 3, 1951</u>			
Dec. 3- Dec. 5	<u>HF.</u> HERSHEY ANTIQUES EXPOSITION, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.		
Dec. 3-7	NEW YORK CURTAIN & DRAPERY CLUB MARKET WEEK, SHOWROOMS, NEW YORK, N.Y.		
Tuesday Dec. 4	PRESS BREAKFAST	HEIFETZ COMPANY	16 EAST 53RD STREET
9:00 A.M.- 11:00 A.M.	<u>HF.</u> A press breakfast to mark the opening of the new Heifetz showrooms at the above address will be held on this date. New designs by Yasha Heifetz in occasional tables, lamps and decorative accessories will be presented at this time. Publicity: Hilda Kassell, PL. 9-2917.		
Tuesday Dec. 4	<u>HF.</u> REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN CONTACT: IRVING KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Wednesday Dec. 5	TRADE COCKTAIL PARTY	HEIFETZ COMPANY	16 EAST 53RD STREET
3:00 P.M.- 6:00 P.M.	<u>HF.</u> A cocktail party for the trade will be held in the new Heifetz showrooms which will open Dec. 4 at the above address. New designs by Yasha Heifetz in occasional tables, lamps and decorative accessories will be presented. Publicity: Hilda Kassell, PL. 9-2917.		
<u>ADVANCE DATES AND NOTICES</u>			
Dec. 11-12	<u>HF.</u> ANNUAL MEETING UNITED STATES POTTERS ASSN., HOTEL ASTOR, NEW YORK, N.Y.		
Thursday Dec. 13	GLÖGG PARTY	GRETA VON NESSEN	50 WEST 9TH ST.
4:00 P.M.- 7:00 P.M.	<u>HF.</u> Greta Von Nessen, lamp designer, will give a pre-Christmas glögg party on this date by invitation only. Contact: Alfred J. Siesel, Harold J. Siesel Company, 424 Madison Ave., PL. 3-3790.		
Dec. 13- Dec. 14	<u>HF.</u> FILM, SHEETING AND COATED FABRICS DIV. CONFERENCE, SOC. OF THE PLASTICS IND., COMMODORE, NEW YORK. CONTACT: LANGDON P. WILLIAMS, MU. 7-2675.		
Saturday Dec. 15	CHRISTMAS PARTY	ADV. WOMEN OF N.Y.	297 TENTH AVENUE
8:00 P.M.	<u>M.</u> This organization's annual Christmas Party for the benefit of the Salvation Army Home for Working Women will be held on this date. Members are asked to donate gifts, help wrap them, help decorate the room. Contact: Elsie W. Wilson, Personnel Associates, 30 Rockefeller Plaza, Room 1830, New York 20, N.Y.		
Thursday Dec. 20	CHRISTMAS PARTY	ADV. CLUB OF N.J.	NEWARK, N.J.
	<u>AP.</u> If your firm or your clients make a product which you want publicized you should communicate with this club. At their Christmas party each of 750 guests who are leaders in the business, civic and cultural life of New Jersey will receive a gift package; there will also be table prizes and door prizes. For gift packages 6½ gross of each item are desired but 1 gross is acceptable; for table prizes 7½ dozen items are needed but 4 dozen is acceptable; (minimum retail value \$2.50); for door prizes items should have minimum retail value of \$10. Grand prize is a fully-paid 10 day trip to Switzerland via Swissair. Contact: Mr. Harold Friedman, Advertising Club of New Jersey, Room 1603, Military Park Bldg., 60 Park Place, Newark, N.J.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 25	CHRISTMAS (Tuesday).		
Jan. 1	NEW YEAR'S DAY (Tuesday).		
Jan. 3- Jan. 11	<u>HF.</u> TRADE SHOW, ASSOC. GLASS & POTTERY MFRS., WILLIAM PENN HOTEL, PITTSBURGH, PA., CONTACT: J.M. HAMMER, KNOX, PENNSYLVANIA.		
Jan. 6-11	<u>HF.</u> CHICAGO CURTAIN, DRAPERY, DOMESTICS, LINEN SHOW, STEVENS, CHICAGO, ILL.		
Jan. 6- Jan. 11	<u>HF.</u> NEW YORK CURTAIN & DRAPERY SHOW & NATL. DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, N.Y.C., CONTACT: MRS. G.R. WATERS, NATL. EXHB., LANSDALE, PA.		
Jan. 7- Jan. 10	<u>HF.</u> ANNUAL MFRS. EXHIBIT, NATL. RET. DRY GOODS ASSN., STATLER, NEW YORK CONTACT: M. H. LANDAU, 100 WEST 31ST STREET, NEW YORK, N.Y.		
Jan. 7- Jan. 18	<u>HF.</u> WINTER HOME FURNISHINGS MARKET, MDSE. MART AND AM. FURN. MART, CHICAGO, ILL. CONTACT: NEWS BUR., MDSE. MART: L.H. WITING, AM. FURN. MART.		
Jan. 7- Jan. 18	<u>HF.</u> WINTER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C.F. CAMPBELL, 427 E. FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Jan. 7- Jan. 18	<u>HF.</u> CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. CONTACT: NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 7- Jan. 23	<u>HF.</u> WEST ONTARIO FURNITURE SHOW, INDIVIDUAL FACTORIES, KITCHENER AND SURROUNDING TOWNS, ONT. CONTACT: GEORGE JACOB, KITCHENER, ONTARIO, CANADA.		
Jan. 12- Jan. 21	<u>B.</u> TOLEDO HOME BUILDERS & INDUSTRIES EXPOSITION, TOLEDO, OHIO. CONTACT: PAUL SPOR, OHIO BUILDING, TOLEDO, OHIO.		
Jan. 13- Jan. 16	<u>M.</u> NATL. ASSN. OF VARIETY STORES SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Jan. 13- Jan. 18	NEW YORK LAMP SHOW <u>HF.</u> The 31st semi-annual New York lamp show will occupy seven floors of the New Yorker where there will be more than 300 exhibits displaying over 400 lines of leading lamp manufacturers. Hours: Sunday, 1 to 7 P.M.; Monday through Thursday, 9 A.M. to 7 P.M.; Friday, 9 A.M. to 3 P.M. Contact: George F. Little and Robert Carman, George F. Little Management, 220 Fifth Avenue, New York 1, N.Y., MU. 9-7147.	GEORGE F. LITTLE MNGMT.	HOTEL NEW YORKER
Tuesday Jan. 15	NEW MAGAZINE <u>B.</u> A new magazine called "House and Home" devoted to all those who plan build, buy, sell or finance houses will be on the newsstands at about this time. It is planned primarily for building professionals but a very limited number of non-professional subscriptions is also available. Contact: P. I. Prentice, JU. 6-1212.	TIME, INCORPORATED	TIME & LIFE BLDG.
Tuesday Jan. 15 Just out	NEW HOUSING MAGAZINE <u>B:HF.</u> A new magazine for professionals which will deal entirely with houses will be available on or about this date. It is to be known as "Houses." While primarily intended for professionals, non-professionals may subscribe at an increased rate. Contact: Architectural Forum, JU. 6-1212.	ARCHITECTURAL FORUM	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 17- Jan. 24	<u>E.</u> NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT, NAVY PIER, CHICAGO, ILL. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 20- Jan. 24	<u>B.</u> NATL. ASSN. OF HOME BUILDERS SHOW, CONGRESS & STEVENS HOTELS, CHICAGO, ILLINOIS. CONTACT: PAUL S. VAN AUKEN, 111 W. JACKSON BLVD., CHICAGO 4, ILL.		
Jan. 20- Jan. 25	<u>HF.</u> CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIFORNIA.		
Jan. 21- Jan. 25	<u>HF.</u> ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, 8 WEST 40TH STREET, NEW YORK 18, N.Y.		
Jan. 21- Jan. 26	<u>HF.</u> NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 21- Jan. 26	<u>HF.</u> NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Jan. 21- Feb. 2	<u>HF.</u> HIGH POINT WINTER FURNITURE MARKET, EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, MGR., SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT.		
Jan. 23- Jan. 27	<u>F.</u> MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, 615 SW. 2ND AVENUE, MIAMI, FLORIDA.		
Thursday Jan. 24 9-11 A.M.	PRESS BREAKFAST <u>HF.</u> A breakfast for the press will be held to show Greeff's new line of fine decorator fabrics. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Jan. 27- Jan. 30	<u>HF.</u> NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, N.Y. CONTACT: RALPH S. WILDER, JR., 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
Jan. 27- Jan. 31	<u>M.</u> NATL. ASS'N. OF VARIETY STORES SHOW, CHICAGO, ILLINOIS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 28- Jan. 30	<u>HF.</u> NATL. COTTON COUNCIL OF AMERICA, ROOSEVELT HOTEL, NEW ORLEANS, LA. CONTACT: ERNEST STEWART, P.O. BOX 18, MEMPHIS, TENNESSEE.		
Jan. 28- Feb. 1	<u>HF.</u> LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: A.V. MacDONALD, 2155 EAST 7TH STREET, LOS ANGELES 23, CALIF.		
Wednesday Jan. 30 12:15 P.M.	CLOSED LUNCHEON <u>HF.</u> A closed luncheon for members only will be held on this date at the Hendrik Hudson Room. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT

#### MUSEUM, GALLERY AND GARDEN NEWS

Thursday Nov. 22- Dec. 3	"FOR YOUR HOME" EXHIBIT <u>HF.</u> An exhibition of home furnishings has recently opened in the Fine Arts Gallery of the University of Illinois. Group tours for visitors have been arranged. Hours: 9 A.M. to 12 M.; 1 to 5 P.M.; Mondays through Saturdays, 7 to 9 P.M. Monday evenings; 2 to 5 P.M. Sundays. Contact: Professor Granville S. Keith, 104 Architecture Building, University of Illinois, Urbana, Illinois.	UNIVERSITY OF ILL.	URBANA, ILLINOIS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY &amp; GARDEN NEWS (Cont'd)</u>			
Saturday Nov. 24- Dec. 9	CHRISTMAS PROGRAMS <u>M.F.</u> The tenth annual series of "Christmas Around the World" programs will feature folklore, songs, customs, dances and other traditions associated with Christmas in various parts of the world which have contributed to American culture. Christmas dinners featuring the favorite dishes of each nationality represented in the series will be served in the Museum dining room during this period. Publicity: Norb Hildebrand, Museum of Science & Industry, 57th & Lake Michigan, Chicago 37, Illinois.	MUSEUM OF SCIENCE & IND.	CHICAGO, ILLINOIS
Saturday Nov. 24- Dec. 14	ART EXHIBITION <u>M.</u> An exhibition of thumb box sketches will open on this date with a ladies' tea and reception from 3 to 6 P.M. Hours: 12:30 to 6 P.M. daily; Sundays, 2 to 6 P.M. Contact: A. Henry Nordhausen, GR. 3-5870.	SALMAGUNDI CLUB	47 FIFTH AVENUE
Wednesday Nov. 28- Jan. 27	GOOD DESIGN EXHIBIT <u>HF.</u> The best designs in home furnishings selected from the Chicago Merchandise Mart exhibition for 1951 will be on view here. Publicity: Betty Chamberlain, GI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Friday Nov. 30- Jan. 12	EXHIBIT OF LACQUER <u>HF.</u> An exhibit of more than 200 pieces of lacquered objects from China, Japan, France, Mexico, Peru and Russia will include furniture, screens, boxes, bowls and dishes. Advance photographs in color or black and white may be made on or after November 13. Contact: Everett P. Lesley, Jr., AL. 4-6300.	COOPER UNION.	COOPER SQUARE
Dec. 7- Jan. 9	<u>HF.</u> NEW HAMPSHIRE CRAFTS, MEMORIAL ART GALLERY, ROCHESTER, N.Y. CONTACT: MEMORIAL ART GALLERY, ROCHESTER, N.Y.		
Dec. 9 Dec. 22	<u>HF.</u> VIRGINIA STATE CRAFT SALE AND EXHIBITION, MUSEUM OF ARTS AND SCIENCES, NORFOLK, VA. CONTACT: MUSEUM OF ARTS & SCIENCES, NORFOLK, VIRGINIA.		

#### PERSONNEL CHANGES AND ADDITIONS

Gourmet, Hotel Plaza, 5th Ave. & 59th St., New York 19, N.Y.

The sudden death of Elizabeth Walter has left her position vacant. No plans have as yet been made for replacing her.

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HOME FURNISHINGS CALENDAR covers all aspects of the home; building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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